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(54) **DATA TRANSMISSION BY WATERMARK OR DERIVED IDENTIFIER PROXY**

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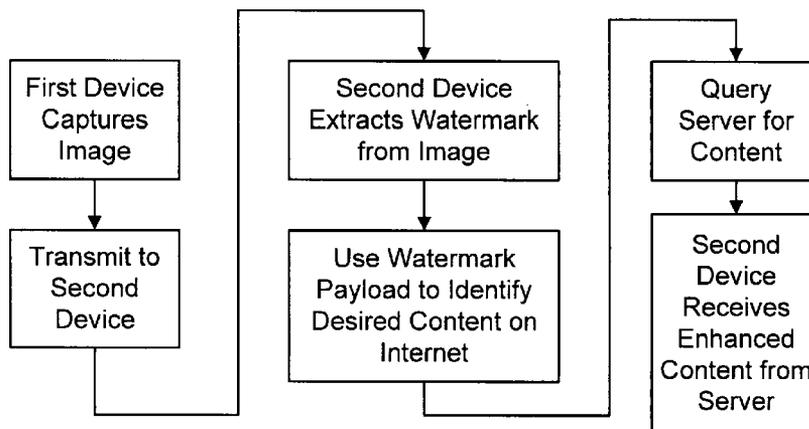
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(57) **ABSTRACT**

The present invention relates generally to methods usable with handheld devices (e.g., music players or cell phones) and cell phones. One claim recites a cell phone including: an input or interface to receive first content corresponding to audio or video; a media player to render audio or video; an analyzer to derive a plural-bit identifier from portions of the first content representing audio elements of the audio or video picture elements of the video; data indicating at least some capabilities of the media player; and a controller to control: i) communicating the plural-bit identifier and the data indicating the at least some capabilities of the media player to a network resource to obtain enhanced content therefrom, the enhanced content being enhanced relative to the first content, and the enhanced content being associated with the plural-bit identifier and the media player; and ii) obtaining the enhanced content from the network resource. Of course, other claims and combinations are provided as well.

**39 Claims, 2 Drawing Sheets**



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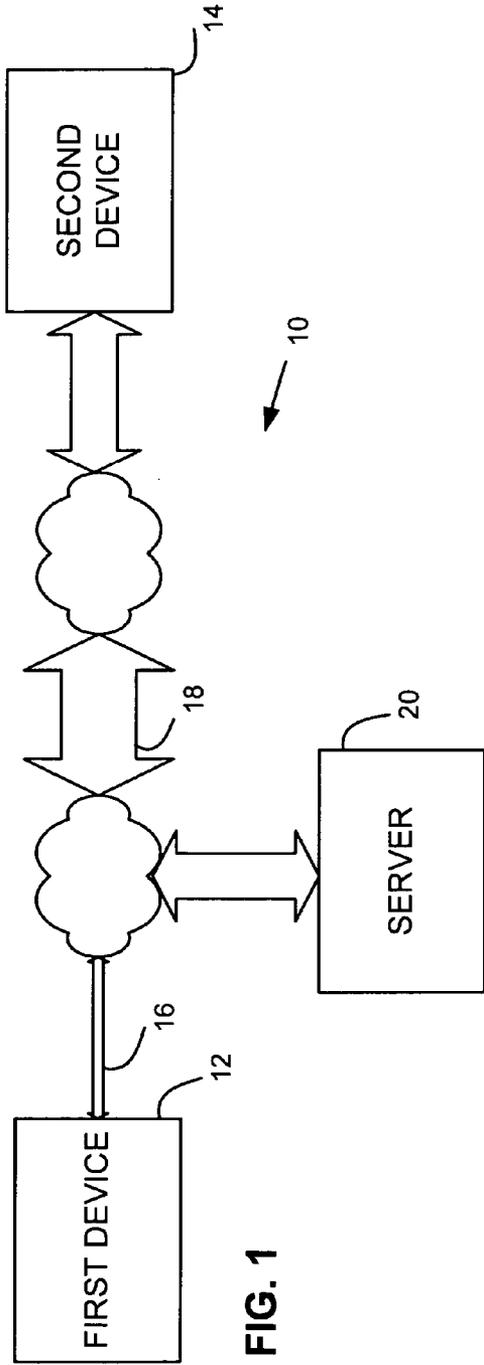


FIG. 1

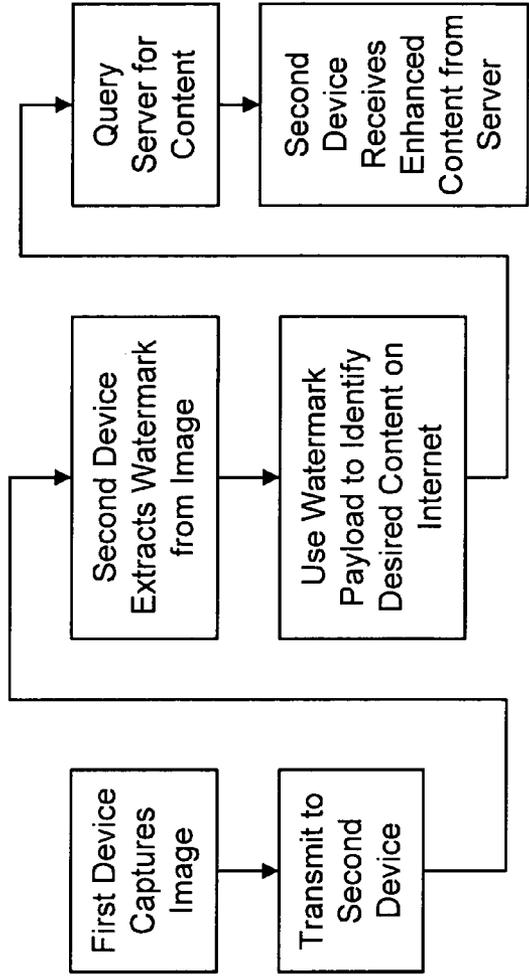


FIG. 2

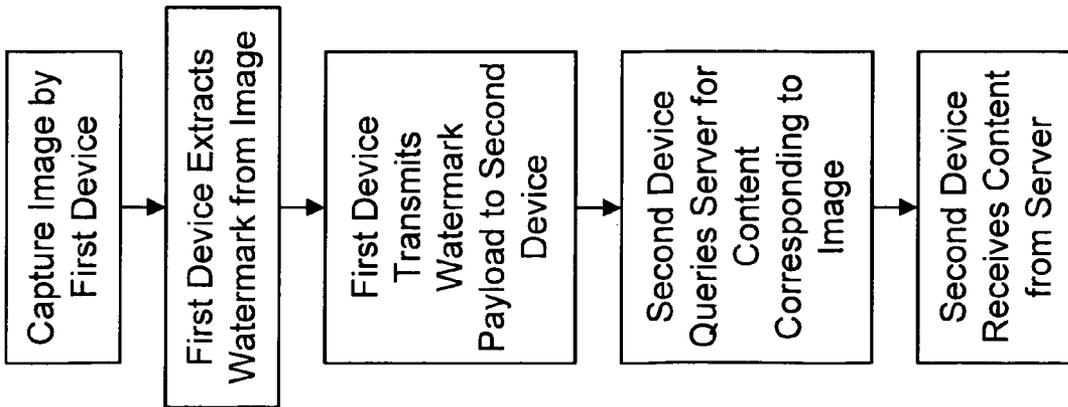


FIG. 3

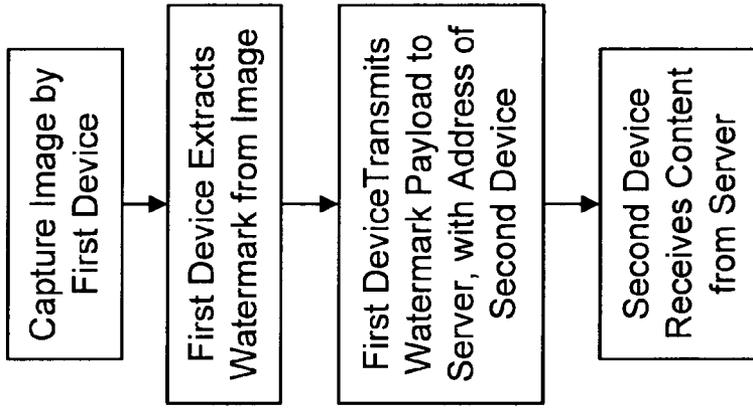


FIG. 4

**DATA TRANSMISSION BY WATERMARK OR  
DERIVED IDENTIFIER PROXY**

## RELATED APPLICATION DATA

This application is a continuation of U.S. patent application Ser. No. 09/504,239, filed Feb. 15, 2000 (U.S. Pat. No. 6,965,682). The Ser. No. 09/504,239 application is a continuation-in-part of application Ser. No. 09/491,534, filed Jan. 26, 2000, which is a continuation-in-part of application Ser. No. 09/473,396, filed Dec. 28, 1999 (U.S. Pat. No. 6,577,746). The Ser. No. 09/504,239 application also claims the benefit of U.S. Provisional Patent Application No. 60/134,782, filed May 19, 1999, the disclosure of which is attached as Appendix A. This application is also a continuation-in-part of copending application Ser. No. 09/476,686, filed Dec. 30, 1999, entitled Watermark-Based Personal Audio Appliance. Each of the above U.S. patent documents is hereby incorporated by reference.

## FIELD OF THE INVENTION

The present invention relates to data transmission, and more particularly relates to use of watermarks as proxies for data in transmission.

## SUMMARY OF THE INVENTION

As detailed in the assignee's prior applications, including provisional application Nos. 60/134,782, 60/141,538, and Ser. No. 09/343,104, digital watermark technology has numerous applications beyond its traditional role of simply communicating copyright information. One futuristic view foresees that all "content" should be watermarked, thereby enabling a great variety of operations and transactions whenever watermarked content is processed by digital devices equipped with watermark recognition and reading technology. All physical media objects can thereby be inherently and persistently digitally-enabled, permitting greatly simplified access to networks and execution of local and remote applications. The continuing growth of the Internet and beginnings of trends toward pervasive computing signal an opportunity to radically change the relationships between traditional media content and digital processing environments.

In this specification, content refers not just to electronic audio, image, and video files, but also includes the content aspects of physical objects and media, e.g., artwork, patterns, and labels on product packaging, concert tickets, etc.

In accordance with a preferred embodiment of the present invention, the processing of watermark data as pointer to shared resources is sometimes used in lieu of transmitting from point to point the object with which it is associated, thereby gaining efficiencies in speed and bandwidth.

This and other features and advantages of the present invention will be more readily apparent from the following detailed description, which proceeds with reference to the accompanying drawings.

## BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a diagram illustrating a network environment in which principles of the present invention may be employed.

FIG. 2 is a flow chart illustrating aspects of one embodiment of the present invention.

FIG. 3 is a flow chart illustrating aspects of another embodiment of the present invention.

FIG. 4 is a flow chart illustrating aspects of yet another embodiment of the present invention.

## DETAILED DESCRIPTION

Referring to FIG. 1, consider an exemplary network 10 linking two devices—a first device 12 associated with an originating user, and a second device 14 associated with a recipient user. The first device 12 is coupled to the network through a relatively low bandwidth channel, whereas the second device 14 is coupled to the network through a relatively high bandwidth channel. (For example, the first device may be an internet-capable cell phone having low resolution-, still image only-capture capabilities, providing a 9600 baud data channel, or it may be a home PC, with an associated PC or digital single shot camera, coupled to the internet with a 28.8 kbps modem. The second device may be a computer coupled to the internet through a 1.45 megabit per second T-1 line, a cable modem, etc.) The network 10 connecting the two devices includes various links—narrow bandwidth at some parts (e.g., 16), very broadband at other (e.g., internet backbone 18), etc.

Assume the user of device 12 encounters a printed image, e.g., an advertisement in a magazine, that may be of interest to the user of device 12. Using an imaging device (e.g., a CMOS- or CCD-camera built into a cell phone, a flatbed scanner connected to a PC, etc.), device 12 captures an image of the advertisement.

In prior art techniques, the image captured by device 12 would have been sent to device 14 over the network; the image received by the second device would be exactly the image sent by the first device.

In accordance with one embodiment of the invention, device 14 receives a better image than that sent from device 12. In one such embodiment, device 14 receives the image data captured by device 12. Device 14 recognizes that the image includes a watermark hidden within the image data, and decodes same. The watermark payload includes an index by which a copy of the image can be accessed from a server 20 on the internet or other storage medium. With this index, the second device 14 queries the server 20, which returns the image corresponding to this watermark index (in this case, the advertisement) back to the second device 14. The image provided by the server can be higher resolution or pristine, i.e., it has no artifacts left from scanning at device 12, etc. Such a procedure is shown by the flowchart of FIG. 2.

The watermark payload identifying the sensed image can as long or as short as the application requires. Typically, payloads of between 16 and 64 bits are used, although this is not essential. Shorter payloads have the advantage that they can be more robustly encoded while maintaining a fixed degree of image quality; longer payloads offer a greater universe of identifiers with which the image can be labeled. Illustrative watermarking technology is detailed in the assignee's U.S. Pat. Nos. 5,862,260 and in 6,614,914. A great variety of other watermarking arrangements may be used, including those proposed in U.S. Pat. Nos. 5,930,369, 5,933,798, 5,664,018, 5,825,892, 5,940,429 and 5,889,868.

In accordance with another embodiment of the invention (FIG. 3), the bandwidth bottleneck imposed by narrowband channel 16 (through which device 12 is coupled) is obviated by employing a watermark as a proxy for an image. In such an arrangement, the image data captured by device 12 is decoded, and a watermark payload hidden in the image is extracted. (This can be performed by hardware or software available in device 12, e.g., a cell phone microprocessor, a desktop computer, dedicated decoder circuitry, etc. Alterna-

tively, this decoding can be done remotely from device 12, but before device 14, e.g., by a smart router in the intervening network. In the following discussion, decoding in the device 12 is assumed.) Instead of transmitting the image data over the network, the watermark decoding device (e.g., device 12) simply transmits the watermark payload (or a part thereof). On receipt of the payload, device 14 again queries the server 20, and obtains the image (and/or additional content or functionality, as detailed below), corresponding to that watermark. The image is obtained over the high-speed channel(s) between the server and the second device; the low bandwidth channel linking the first device conveys just the low bandwidth watermark payload information.

By building filters into the low bandwidth devices, upon recognition of a class of watermarks indicating availability of the image as a shared resource, or upon user selection of “transmit only watermark data”, the image [or content associated with it via the watermark] can be made available to the message recipient via more capable transmission means.

A variant of the foregoing does not transmit the watermark payload to the second device 14. Instead, the payload is dispatched by the first device 12 (or the smart router) directly to the server 20, with instructions that the corresponding desired image be sent to the second device 14. Such an arrangement is shown in FIG. 4.

In some applications, the media delivered by the server may be richer than the simple image captured by device 12. For example, the watermark payload in the image captured by device 12 may index one or more files on server 20 that includes video, animation, sound, executable applications, applets (e.g., JAVA, ActiveX) etc (“enhanced content”). Thus, scanning of a magazine ad at one device can prompt delivery of a video, a Macromedia ShockWave presentation, etc., to the second device.

In some embodiments, the second device 14 identifies to the server 20 its media-playback capabilities. The server 20 can then respond to a watermark-based query with media appropriate to that particular media consumer.

One way the media capabilities of device 14 can be indicated to server 20 is by a data word comprising flag bits, with each set “1” bit indicating a capability. A simplified 8-bit capability word may be as follows:

Bit	Capability
0	GIF file display
1	TIFF file display
2	JPEG file display
3	AVI movie display
4	WAV sound
5	RealAudio sound
6	MP3 sound
7	WindowsMedia

The data comprising this word may be automatically compiled on device 14, e.g., from the operating system database with which programs are registered on installation (the Registry database in Windows).

If device 14 sends the capability word 10101100 to server 20, the server knows the device 14 supports GIF and JPEG imagery (but not TIFF), and RealAudio and WAV sound (but not MP3 or WindowsMedia).

If server 20 has media content corresponding to the queried watermark in several supported formats, it can deliver certain

ones according to a priority order (e.g., send JPEG if supported; else send GIF if supported; else send TIFF if supported).

If the server 20 only has media in a format not supported by the second device 14 (e.g., TIFF in the foregoing example), the server may invoke a conversion routine to perform an on-the-fly conversion to a supported media type (e.g., JPEG) prior to sending to the second device 14.

If the watermark index is provided by the second device 14 (rather than directly from the first device 12), the capability data word can accompany the index.

If the watermark index is provided directly from the first device 12, the server can solicit from the second device 14 a data capability word before responding to the query. Alternatively, the server can keep, on-file, a database detailing the media capabilities of all known media consumers, and can tailor its query response according to such profile. (The second device 14 can be arranged to automatically inform server 20 of updates to its capability, e.g., each time a new media playback application is registered in the registry database.)

If the server 20 does not know, and cannot discern, the media capabilities of the second device 14, it can provide media in a default form that is most likely to be acceptable (e.g., JPEG, if the content captured by the first device 12 is imagery).

From the foregoing description, it will be apparent that embodiments of the present invention provide various advantages over the prior art. One is the dispatch of high bandwidth enhanced content using a low bandwidth channel. Another is the receipt of higher-quality data than that originally captured. Another is delivering applications via low bandwidth channels to recipients by capturing images or watermark data from media content that serve as proxies for the applications.

Having described and illustrated the principles of our invention with reference to a specific embodiment, it will be recognized that the principles thereof can be implemented in other, different, forms.

For example, while the invention has been described with reference to images, the same principles are equally applicable to video and audio.

Similarly, while the foregoing description has made reference to transmitting the watermark, in many implementations only a part of the watermark need be transmitted. (The watermark may include error correcting information, or other data, not necessary to identify the corresponding data on the server 20.)

Still further, while the detailed embodiment contemplated a still or video camera system for first device 12, much of the functionality of such an image capture system isn't essential to the present invention. Instead, an input device that serves a simpler “watermark capture” function may be used instead. Such a device can omit, e.g., hardware or software components associated with pixel interpolation (commonly used to achieve a desired virtual resolution), formatting (e.g., to provide output in JPEG form), etc. Such components serve useful functions when the resulting imagery is to be displayed or printed, but are superfluous—or detrimental—when the image data is simply to be decoded to extract watermark data.

While the invention is illustrated with reference to steganographic watermark technology for identifying the initial content (i.e., that sensed by device 12), other technologies can alternatively be used. These include data glyphs, 1- and 2-D barcodes, magnetic ink, RF ID tags, UV or IR markings, etc.

While the detailed embodiment contemplated a single server 20 to serve as the repository of content corresponding to watermarks, in other embodiments such a server is imple-

mented in distributed fashion. In some embodiments, one server may act as a default repository, and can dispatch queries to other servers if the first server cannot provide the requested data. Caching of frequently-requested content can be provided at various locations through the network. Additional details on such network configurations can be found in application Ser. No. 09/343,104.

As is familiar to those skilled in the arts, the foregoing methods may be performed using dedicated hardware at devices 12, 14 and 20, and/or through use of processors programmed in accordance with firmware or software, etc. In the latter case the processors may each include a CPU and associated memory, together with appropriate input and output devices/facilities. The software can be resident on a physical storage media such as disks, and can be loaded into the processors' memory for execution. The software includes instructions causing the CPU to perform the various processes detailed above.

To provide a comprehensive disclosure without unduly lengthening this specification, applicant incorporates by reference the patents and applications cited above.

In view of the wide variety of embodiments to which the principles of our invention can be applied, it should be recognized that the detailed embodiments are illustrative only and should not be taken as limiting the scope of the invention. Rather, we claim as our invention all such embodiments as may come within the scope and spirit of the following claims, and equivalents thereto.

We claim:

1. A method of obtaining content comprising:
  - receiving first content corresponding to an object on a handheld device, wherein said handheld device comprises a media player executing thereon;
  - analyzing the first content for steganographic encoding, wherein the steganographic encoding comprises a plural-bit payload, whereby the plural-bit payload is obtained from said act of analyzing;
  - providing data indicating media player capabilities of the handheld device;
  - communicating the plural-bit payload and the data indicating media player capabilities of the handheld device to a network resource;
  - receiving, from the network resource, enhanced content, relative to the first content, that is associated with the plural-bit payload and the media player on the handheld device.
2. The method of claim 1 wherein the handheld device comprises a cell phone.
3. The method of claim 1 wherein the steganographic encoding comprises digital watermarking that subtly alters content to convey the plural-bit payload.
4. The method of claim 1 wherein the object comprises audio or video.
5. The method of claim 1 wherein the content corresponding to the object comprises optical scan data, and the object comprises a physical object.
6. A cell phone comprising:
  - an input or interface to receive first content corresponding to an object;
  - a media player to render content;
  - a decoder to analyze the first content for steganographic encoding, wherein the steganographic encoding comprises a plural-bit payload, the plural-bit payload is obtained by said decoder;
  - data indicating at least some of the media player's capabilities;

a controller to control:

- i) communication of the plural-bit payload and the data indicating at least some of the media player's capabilities to a network resource;
  - ii) reception, from the network resource, of enhanced content, the enhanced content being enhanced relative to the first content, the enhanced content being associated with the plural-bit payload and the media player.
7. The cell phone of claim 6 wherein the steganographic encoding comprises digital watermarking that alters content to convey the plural-bit payload, and the decoder comprises a digital watermark decoder.
  8. The cell phone of claim 6 wherein the object comprises audio or video.
  9. The cell phone of claim 6, further comprising processing circuitry, wherein the controller comprises at least software executed by said processing circuitry.
  10. The cell phone of claim 6 wherein the controller comprises at least a microprocessor or dedicated processing circuitry.
  11. A cell phone comprising:
    - an input or interface to receive first content corresponding to audio or video;
    - a media player to render audio or video;
    - an analyzer to derive a plural-bit identifier from portions of the first content representing audio elements of the audio or video picture elements of the video;
    - data indicating at least some capabilities of the media player; and
    - a controller to control:
      - i) communicating the plural-bit identifier and the data indicating the at least some capabilities of the media player to a network resource to obtain enhanced content therefrom, the enhanced content being enhanced relative to the first content, and the enhanced content being associated with the plural-bit identifier and the media player; and
      - ii) obtaining the enhanced content from the network resource.
  12. The cell phone of claim 11, further comprising processing circuitry, wherein said controller comprises at least software executed by said processing circuitry.
  13. The cell phone of claim 11 wherein the controller comprises at least a microprocessor or dedicated processing circuitry.
  14. The cell phone of claim 11 wherein the plural-bit identifier is steganographically hidden in portions of the first content representing audio portions of the audio or video picture elements of the video.
  15. The cell phone of claim 14 wherein the analyzer comprises a steganographic data decoder.
  16. The cell phone of claim 15 wherein the plural-bit identifier is steganographically hidden in the portions of the first content with digital watermarking that alters content to convey the plural-bit identifier.
  17. The cell phone of claim 11 wherein the input or interface comprises a microphone.
  18. The cell phone of claim 6 wherein the input or interface comprises a microphone.
  19. A method comprising:
    - receiving first content corresponding to audio or video on a handheld device, wherein said handheld device comprises a media player;
    - using one or more processors, analyzing the first content to derive identifying data from portions of the first content

representing audio elements of the audio or representing video picture elements of the video;  
 obtaining information associated with a class or capabilities of the handheld device;  
 communicating the identifier identifying data and the information associated with the class or the capabilities of the handheld device to a network resource;  
 obtaining, from a network resource additional content, enhanced or improved relative to the first content, that is associated with the plural bit identifying data and the information.

20. The method of claim 19 wherein the handheld device comprises a cell phone or music player.

21. The method of claim 19 wherein the act of analyzing the first content to derive the identifying data from portions of the first content representing audio elements of the audio or representing video picture elements of the video comprises decoding information hidden in data representing the first content thorough alterations to the data.

22. The method of claim 19 wherein the information indicates media player capabilities.

23. A method comprising:

receiving an identifier and information from a handheld device, the identifier having been derived from one or more portions of first content utilizing at least a processor, the first content representing audio elements of audio or representing video picture elements of video, wherein the handheld device comprises a media player, and

the information indicates capabilities associated with the handheld device;

with reference to a computerize database or index, determining additional content, enhanced or improved relative to the first content, that is associated with the identifier and the information; and

providing information associated with the additional content to the handheld device.

24. The method of claim 23 wherein the handheld device comprises a cell phone or music player.

25. The method of claim 23 wherein the plural-bit identifier is decoded from the one or more portions of the first content representing audio elements of the audio or representing video picture elements of the video.

26. The method of claim 23 wherein the information indicates media play capabilities.

27. The method of claim 19 wherein the identifying data comprises one or more plural-bit identifiers.

28. The method of claim 19 wherein said act of obtaining comprises obtaining one or more links corresponding to one or more websites in which the additional content may be purchased.

29. The method of claim 19 wherein the capabilities are associated with display or sound attributes of the handheld device.

30. A cell phone comprising:

a microphone to capture first content corresponding to audio or video;

a media player to render audio or video;

one or more processors to:

derive identifying data from portions of the first content representing audio elements of the audio or representing video picture elements of the video;

control communication of the identifying data and information associated with capabilities or class of the cell phone to a network resource;

control obtaining, from a network resource, additional content enhanced or improved relative to the first content that is associated with the identifying data and the information.

31. The cell phone of claim 30 in which the one or more processors are provided to derive the identifying data from portions of the first content representing audio elements of the audio or representing video picture elements of the video by decoding information hidden in data representing the first content thorough alterations to the data.

32. The cell phone of 30 in which the information indicates media player capabilities.

33. The cell phone of claim 30 in which the identifying data comprises one or more plural-bit identifiers.

34. The cell phone of claim 30 in which the one or more processors are provided to control obtaining one or more links corresponding to one or more websites in which the additional content may be purchased.

35. The cell phone of claim 30 wherein the capabilities are associated with display or sound attributes of the handheld device.

36. A method comprising:

receiving, without payment therefore, first audio or video content at a handheld device, the handheld device comprising at least one or more processors;

utilizing at least the one or more processors, deriving identifying data from the first audio or video content, at least some of the identifying data corresponds to the first audio or video content;

wirelessly sending the identifying data from the handheld device;

making a payment; and

wirelessly receiving second audio or video content at the handheld device, the second audio or video content comprises higher fidelity than the first audio or video content.

37. The method of claim 36 further comprising: obtaining information associated with: i) capabilities of the handheld device, or ii) class of the handheld device; in which said act of wirelessly sending the identifying data from the handheld device includes wirelessly sending the information from the handheld device.

38. One or more computer readable media comprising instructions stored thereon to cause one or more processors to perform the method of claim 36.

39. One or more computer readable media comprising instructions stored thereon to cause one or more processors to perform the method of claim 37.

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